



## **News Advisory**

**For Immediate Release**  
Tuesday, October 7, 2008

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### **Students Visit Ad Agency, Learn How to Fight Big Tobacco**

**WHO:** The Utah Department of Health's (UDOH) The TRUTH Anti-tobacco Campaign

**WHAT:** The TRUTH will launch its 11<sup>th</sup> Annual Truth From Youth ad contest for 4<sup>th</sup> and 5<sup>th</sup> graders. Several students from Riverdale Elementary and Youth City Artways have been invited to visit Crowell Advertising, which manages the UDOH anti-tobacco campaign. Students will see the inner workings of the agency and learn how advertising is used to change smoking attitudes and behaviors. The information will help prepare them to enter the ad contest.

**WHERE/WHEN:** Wednesday, October 8  
10:00 a.m. and 4:15 p.m.  
Crowell Advertising  
12 S 400 W, Salt Lake City  
Second Floor  
Media parking available in front of Urban Outfitters.

**WHY:** The tobacco industry spends \$60 million in Utah advertising its products to young people. For instance, tobacco products are offered in shapes, sizes and flavors that appeal to children. Smokeless tobacco products are offered in candy, fruit and alcohol flavors to tempt youth into taking up the habit. The contest is held to encourage parents and children to begin a dialogue about the dangers of tobacco. More information is available at [www.youthagainsttobacco.com](http://www.youthagainsttobacco.com).

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